THE BEATLES

LOVE

CIRQUE DU SOLEIL

10TH ANNIVERSARY - LIMITED EDITION

Back in the early sixties, The Beatles created with their singular music an electric shock of sound that sparked a veritable cultural revolution. And that, as we know, was just the beginning.

The day George Harrison and *Cirque du Soleil* founder Guy Laliberté dreamt together of collaborating on a live show inspired by the music of The Beatles, they planted the seeds for what would become *The Beatles* LOVE – a Rock 'n' Roll poem that celebrates the musical legacy of The Beatles. After 10 years, the show has played to nearly 8 million people, garnering tremendous critical and popular acclaim along the way.

Now, 10 years after opening night on June 30, 2006, *The Beatles* LOVE by *Cirque du Soleil* has evolved to present an even more dynamic musical and visual experience. New acts, costumes, choreography, audio visual technology and remixed music have made the show more immersive and exciting than ever.

The (r)evolution continues!

10TH anniversary

CELEBRATION

FEV
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TWIST AND SHOUT. Fans will immediately recognize that the GRAMMY Award®-winning soundtrack to LOVE has grown to include the fan favorite, *Twist and Shout*. An ode to the earlier years of The Beatles' rock 'n' roll roots, the newly-added song is the starting point in a roller coaster ride of popular hits representative of the new "fever" that outraged the establishment and earmarked the beginnings of the craze that became Beatlemania across the globe. During *Twist and Shout*, the character of Sugar Plum Fairy brings the new music to the stage, infecting everyone with a radical new rhythm. Crazed fans and screaming groupies bombard the stage in a flurry of acrobatic activity. Teeter boards and trampoline beds launch the ensemble to new heights just as these early hits launched The Beatles to astronomical fame.

Dominique Champagne

Director and Show Concept Writer

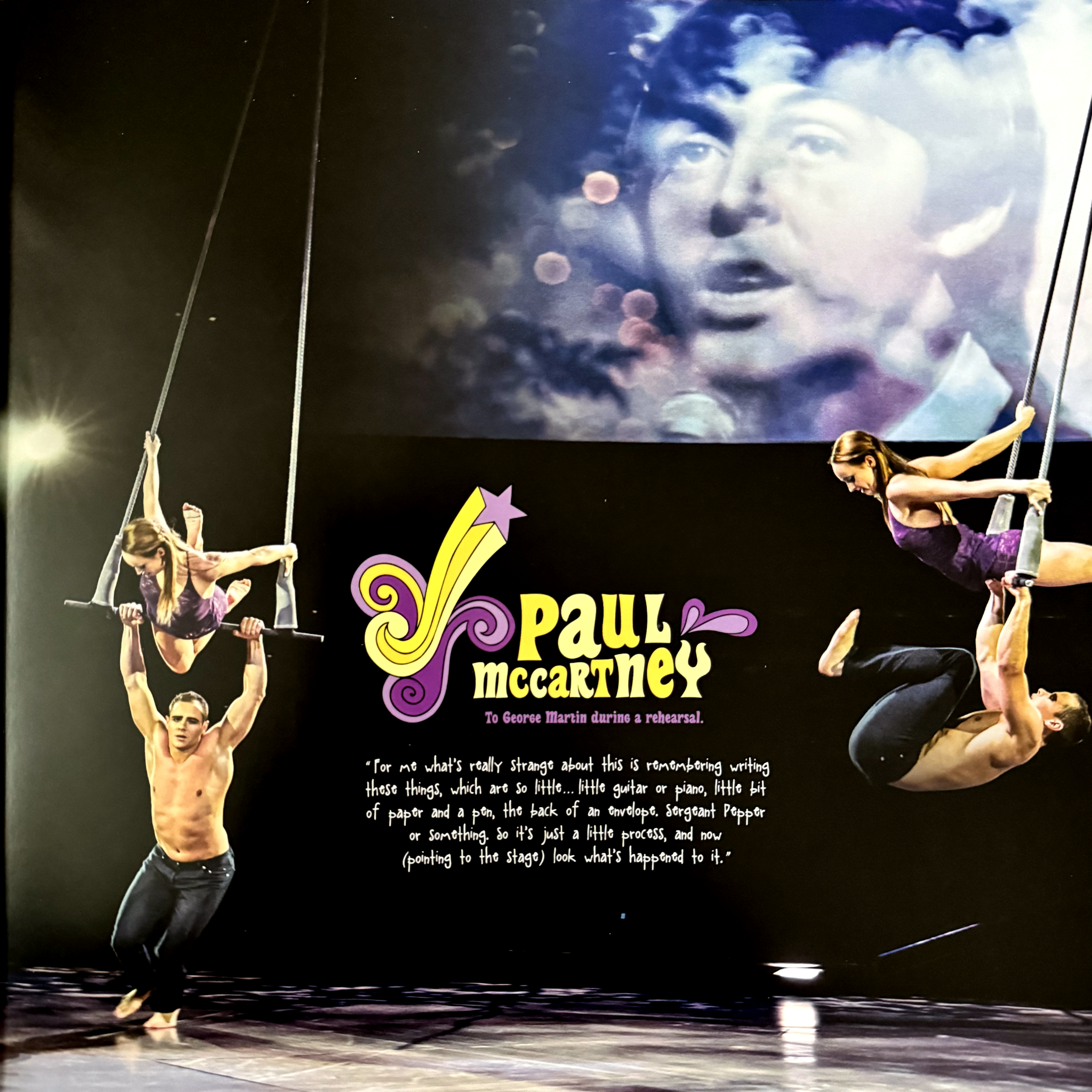
"I strove for evocation more than duplication.
Instead of telling The Beatles story, I tried
to touch the main emotions that went through
their experience, building the show
as a rock 'n' roll poem."

SOUNDSCAPES. With a reinvigorated pulse of sound led by Musical Director Giles Martin, son of the legendary Beatles producer, Sir George Martin, the listening experience of *The Beatles*™ LOVE™ has been heightened with a completely remixed soundtrack. "We have pushed the boundaries to make LOVE the ultimate immersive music experience, embracing the technological advantages that weren't available to us when the show was created," said Giles Martin. "LOVE's soundtrack has never sounded better. We returned to the original tapes my father recorded with The Beatles at Abbey Road and remixed everything with new state-of-the-art speakers. The mix in the theater now has such power, depth and clarity. The show is the closest anyone can get to being in the studio with the band."

PLAY TIME

LONGING

PUSHING THE LIMITS. Stunning new acts and vibrant choreography push the artistic and acrobatic content to new heights. Dance sequences have been updated with fresh steps performed by the incredibly talented cast of 77 artists.



PAUL McCARTNEY

To George Martin during a rehearsal.

"For me what's really strange about this is remembering writing these things, which are so little… little guitar or piano, little bit of paper and a pen, the back of an envelope. Sergeant Pepper or something. So it's just a little process, and now (pointing to the stage) look what's happened to it."

RINGO STARR

“I've always loved Cirque.(...)
I had no problem with the Cirque du Soleil attitude:
it's like this fantasy world which I loved.”

SHADOW PLAY

VISUAL FEAST. A decade of technological innovation has given the creative team the ability to add dynamic new visuals and projections to bring The Beatles themselves, as well as their messages, to life. Engaging new hand-drawn imagery gives a human touch to the show, and is played through 20 new projectors that harness state-of-the-art interactive projections technology to enhance the visual experience of LOVE. Fans love The Beatles' virtual presence in the show, and they're in for a treat.

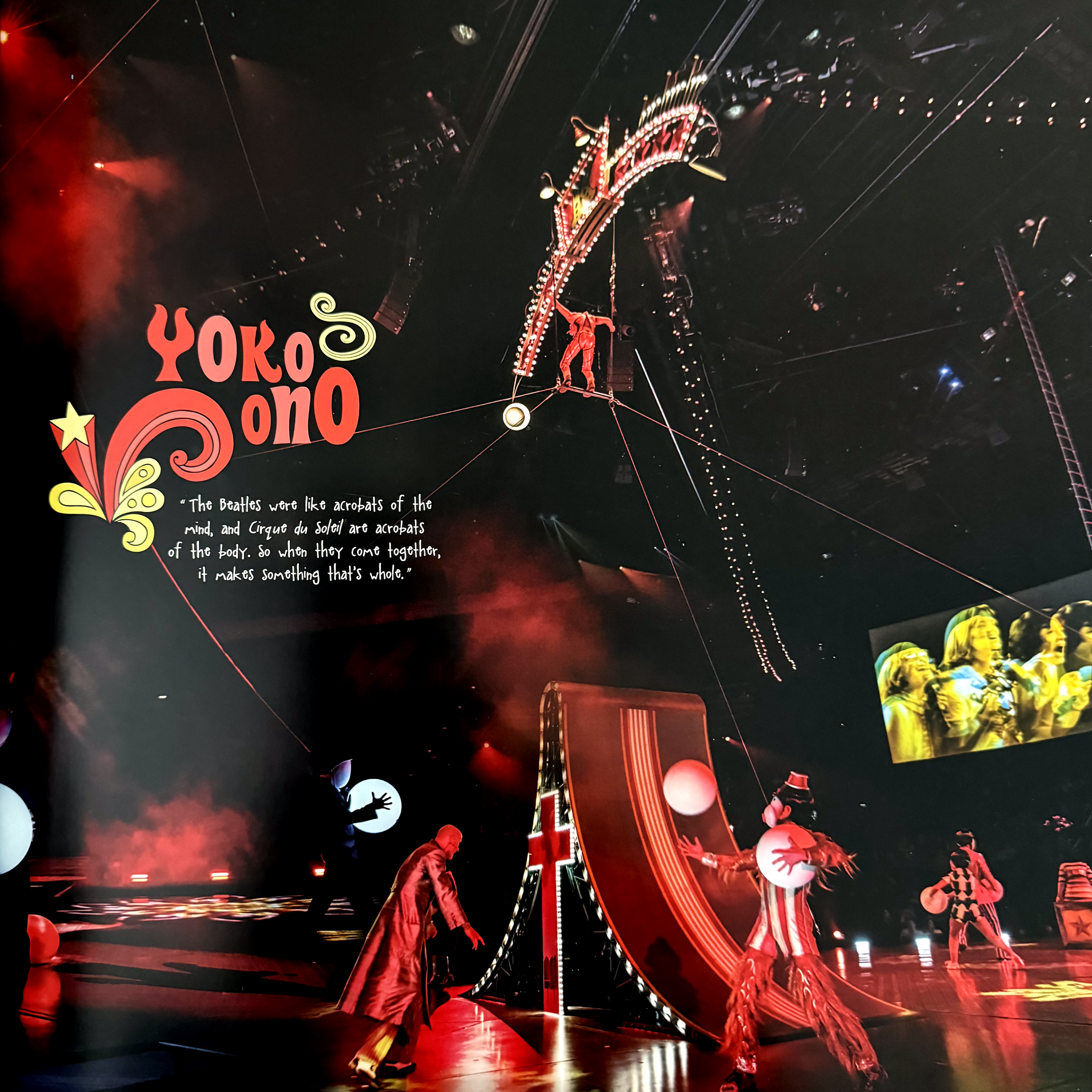
OLIVIA HARRISON

"George and Guy shared the same vision.
They planned to utilize the extraordinary creativity
of The Beatles and Cirque du Soleil to produce
an uplifting moment in time."

PSYCHEDELIC

FA ME

THE STUFF OF LOVE. Sixteen new costume and character concepts were incorporated into this ground-breaking production inspired by the poetry and lyrics of The Beatles. Approximately 180 costume pieces were created, fit and altered during the process. More than a dozen costume technicians were flown in from Montreal to set up a portable shop and implement the changes with the LOVE technicians on location.



YOKO ONO

“The Beatles were like acrobats of the mind, and Cirque du Soleil are acrobats of the body. So when they come together, it makes something that's whole.”

POETRY IN MOTION

GILES MARTIN

Reflecting on constructing something like the ultimate Beatles mix tape with his father, George, where hundreds of snippets of songs were sliced, diced and woven together.

"It's like the Sistine Chapel, taking off layers and finding the brightness underneath."

For LOVE's special 10th anniversary, *Cirque du Soleil* has created this special edition book to highlight some of the new acts and changes to acrobatics, costumes, choreography, technology and music, designed to bring the vibrant and culture-shifting sounds and settings of The Beatles' musical revolution to renewed life. Ultimately, this evolution pushes the legacy of innovation that both The Beatles and *Cirque du Soleil* have built over the last several decades forward.

For The Beatles, "the end" signaled a new beginning in many respects, in which new generations would in turn learn and sing the songs of The Beatles and marvel at the band's immeasurable creativity. The Beatles' overarching message is timeless and universal: "LOVE is all you need."

REVOLUTION

Photos: Matt Beard Costumes: Philippe Guillotel © 2016 The Cirque Apple Creation Partnership for Love

THE BEATLES
LOVE
CIRQUE DU SOLEIL

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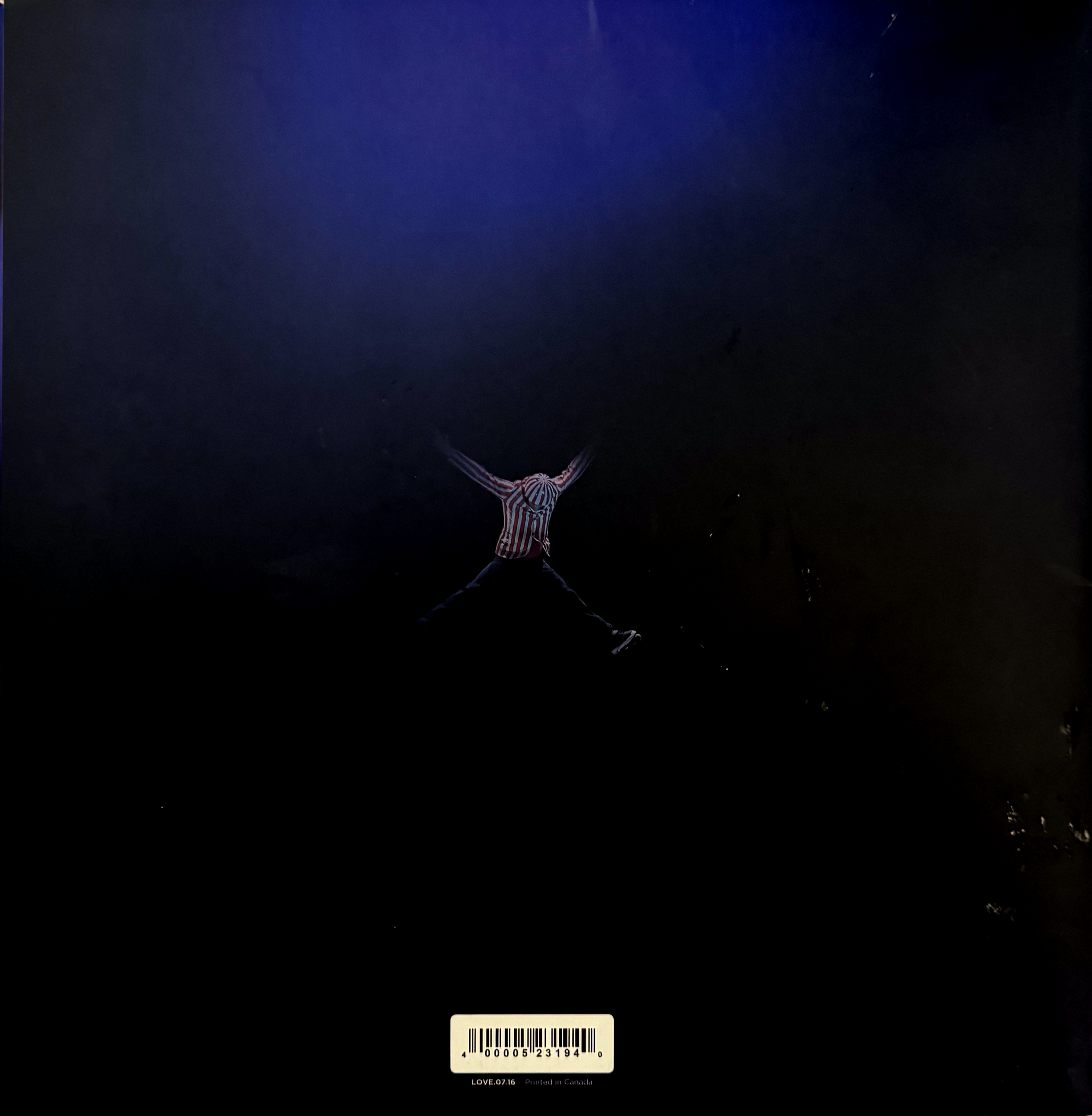

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